

INSPIRE AND INVITE

ASSUMPTION RECRUITMENT POLICY 2011

Effective Mar. 15, 2011

Approved by Finance Committee Mar. 2, 2011

The following recruitment plan has been developed to both immediately increase enrollment in our school and to keep enrollment at capacity.

DEFINITIONS:

- A. Recruiter---any school parent who inspires and invites anew family to enroll a child for the coming school year; any parishioner who recruits on behalf of a school parent .
- B. Scholarship Coupons---in-house scholarship of \$500 issued to a "recruiter" for a new family who enrolls for the school year and attends for at least one quarter.
- C. Enrollee---a student who enrolls in Grades 1-6.
If a Kindergartener attends and enrolls in 1st Grade the following year, credit would be awarded during the 1st Grade enrollment.

EXAMPLE A

Recruiter Kathy visits her friend, Joan. The topic of conversation is school. Kathy shares her personal experience with Assumption School and INSPIRES Joan to find out more. Kathy gives Joan's name, address and phone number to the Principal for follow-up call.

EXAMPLE B

John and Mary Church have been long-time members of Assumption parish, but their children are now grown. They know of a new family in their neighborhood who has young children. They pay a visit and talk about Assumption School and all the wonderful programs they have heard about. The prospective family gives their name, address and phone number to them. John and Mary relay that information to the Principal. If the new family enrolls, John and Mary can apply the coupon to a family of their choice.

FOLLOW UP

Once the recruiter finds a parent who is interested in more information, he/she simply refers the prospect to the Principal for closure. IT IS IMPORTANT that no tuition money be discussed with the prospective family. This is the difficult part and the Principal will work with the Pastor and the Finance Committee. If they ask what your tuition is, simply tell them, but encourage them that there is help available. If they ask what monetary benefit the recruiter receives, simply state the same benefit they could receive if they become a recruiter. At this closure, a tour of the church and school will be offered, with a clear presentation of the value and vision of Assumption Parish being given.

If the follow up RESULTS in a new enrollment, Kathy receives a \$500 scholarship for the School Year that the new family attends. Kathy would receive a letter on Nov.1st readjusting her payment schedule. Tuition payments would be reduced by \$100 monthly for five months beginning on Dec. 1st.

SPECIAL BONUS

If a school parent recruits five families over a number of years, the recruiter will receive a 50% lifetime family discount based on full tuition charges for all children. Recruiter will receive credit after the first quarter of enrollment of the new family.

If enrollment occurs during the first Three Quarters of a school year, the recruiter receives the scholarship the same school year. If the new family registers for the 4th Quarter, the recruiter will receive the scholarship for the next school year, pending the return of the new student.

EMPLOYEE BONUS

An employee who serves as a recruiter can receive a cash bonus of \$500 or the option of designating a family to receive the money as a tuition reduction.

THIS IS AN INCENTIVE PLAN WHERE EVERYONE BENEFITS: PARENTS, SCHOOL AND PARISH

This policy will be reviewed and updated in two years, Mar., 2013.